

PLAIN TALKS

July 32
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THE RED HEADED MENACE

By R.F. Reid

The above caption is not intended to convey any thoughts of alluring femininity, nor is it a mere figure of speech. It refers to a real, live problem, *Melanerpes Erythrocephalus*, woodpecker to you.

The extent of damage done by these birds has reached such proportions as to become a major problem, for contrary to previous theories, the woodpecker will drill holes in a creosoted pole with as much gusto as he would a worm-fested decayed timber.

When the line to Baton Rouge was constructed in Louisiana, it was necessary to carry poles in on barges through the Atchafalaya swamp. Difficulties not found in ordinary line construction were encountered. Large poles 55, 60, and 65 feet in length were used in H-frame construction. Within sixty days after the poles were placed, it was found that woodpeckers had damaged 16 structures to such an extent that they had to be replaced at an approximate cost of \$9,000.

During 1931, in the Navasota division, fifty poles had to be replaced at a cost of \$60. per pole. The situation was no less serious in the Liberty division where a great number of poles were also replaced at a cost ranging from \$75. to \$100. each.

In order to combat this red-headed menace that is literally

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pecking dollars out of our pockets and endangering our service to our customers, many schemes have been devised and tried out. In Louisiana, on the costly swamp constructions, the poles are enclosed in galvanized hardware cloth. Where the construction does not warrant this kind of protection, the patrolmen have been furnished with 410 gauge shot guns with instructions to kill every woodpecker seen on the right of way. During 1931, approximately 1000 red heads were killed in the Navasota division alone. Shot guns were furnished the Liberty division about two months ago, and in the first month one patrolman shot eighty-seven and another patrolman shot seventy.

BEAUMONTERS IN HANDICAP TOURNAMENT

Twenty-four employees from all departments entered in a handicap golf tournament at the Municipal Links, Beaumont, August 15-20.

A. F. Briggs, Transmission-Distribution department, who was supposed to have been "just another dub golfer," upset the dope bucket and won the contest with a score of 247 for the 36 holes. Briggs was given a 14 stroke handicap.

Charlie Shrigley, Accounting department, placed second with 258, and O. G. Floyd, Power Sales department, third with 259.

PORT ARTHUR DIVISION

PORT ARTHUR

The Port Arthur Ice Salesmen have organized a promising baseball team, and are open for engagements. Any team wishing to cross bats with these fellows please get in touch with A. J. LeBlanc.



The Port Arthur Ice Department won second place, \$10, in a Conference Room Contest sponsored by the Rein Company, Houston, recently.

The prize money was used to help defray the expenses of a beach party.

Ice Superintendent Jules Naquin, Commander of the Port Arthur Post of American Legion, attended the American Legion Convention in Corpus Christi August 1-3.

Accounting vacations: the Fred Davis's to High Island; Etta Jones and family to the Ozarks; Maude Hildebrandt to Milano; Hyacinth Eden to New Orleans; the Henry Smiths to Austin and San Antonio; M. J. Babin to Louisiana; and Ed Durant and Peter DeBlanc, janitors, went nowhere and did nothing.

7. Production vacations: the C. M. Russells to West Texas and New Mexico; the L. C. Paces to Cincinnati and New York; the A. Bouttes to Abbeyville, Louisiana; the E. A. Moores to Louisiana; M. C. Street to Jasper; and Marshall to New Orleans.

Distribution vacations: Joe Cooper to Mississippi; M. R. Kunitz to Sinton; and the Y. L. Hughes to New Orleans.

Herbert Mann of the Meter Department is pinch hitting for C. F. Lively and F. M. Peveto, who are vacationing.

Jake Hagler of the Meter Department is enjoying a month's vacation.

During July, Mrs. Voyles gave four demonstrations on summer salads and drinks for the Home Demonstration Clubs in Nederland, Port Neches, Groves, and Port Acres. Approximately 100 ladies attended.

ARID INSTITUTION

The prison visitor was going around the cells and asking rather fatuous questions. "Was it your love of drink that brought you here?" she asked a prisoner.

"Lor' no, miss," replied the man, "you can't get nothing here."

NAVASOTA DIVISION

Navasota Vacations: Billie Edwards to Galveston; J. B. Crapp ???; Ethel Doan to Louisiana.

Mary Magee, Groveton, was married to Leslie Scott in Houston, July 3.

The Eddio Bodes, Madisonville, entertained recently with a Poverty Stricken party. Refreshments of butter milk, corn bread, 'lasses, and watermelon were served.

Julia Peterson is recovering from a recent serious illness, and J. L. Haddox is recovering from an appendicitis operation.

Born to the C. Winborns, of Huntsville, Dorothy, August 5.

CALVERT

We surely are proud of Laura Burnitt...she won the G. E. Visualizer contest in June.

Cleo Terry, chief electrician, has been transferred to Franklin as Superintendent.

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We take this opportunity to welcome the T. S. Walkers to Calvert.

On August 8-9, we conducted a refrigerator and cooking demonstration in our office with 125 ladies present. The "padlocked oven" demonstration was expertly handled by Selma Schow, our Home Economist.

The Calvert employees gave a watermelon feast at the Country Club recently, honoring the R. I. Morrisons of Navasota.

CONROE

W. C. Sadler's vacation began August 22. He is fishing in Galveston.



We extend a cordial invitation to everybody to visit us in our new office building.

"Well, doc, you sure kept your promise when you said you'd have me walking again in a month."

"Well, well, that's fine."

"Yes, I had to sell my car when I got your bill."

"So you and your wife have been fighting again? Liquor I suppose?"

"Naw suh, she licked me this time."

LOUISIANA DIVISION

LAKE CHARLES

Production vacations: Steen to South Texas; Sumrall to Mississippi.

Superintendent Meeks celebrated his ??? birthday recently.



We regret to report the death of Zero, Power Plant mascot. He was only a dog but he is gone now!

Accounting vacations: Austin and Brown to the woods for seclusion and much needed rest; Bulloch to Biloxi; Griffin to Kansas City; Skipper Welsh to Big Lake in search of new worlds to conquer; Sock-rider to his old home in Jennings; Thomson to Port Arthur and Houston; House to Moss Bluff; and Hansen to Houston to attend house party at Sylvan Beach.

Fisherman Lou Haxthausen encountered a severe storm in Big Lake, July 18. After drifting all night, Lou finally made his way to land. Hands badly blistered from bailing boat. No casualties.

Louisiana Electric Company suspended operation of buses in

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Lake Charles, July 31. The former operators have organized the Home Taxi Service...10¢ fares within the city limits.

In an Ice Coupon Book sales contest held during July, ice salesman J. M. Brown won first place by selling 123 books. H. Abraham placed second with 102 sales, and L. Says won third place with 87 sales.

Coupon Book sales for July 1932 showed an increase of \$447. over July 1931.

ELTON

Superintendent Jim Stokes reports a bumper rice crop in his vicinity this season; also that the Elton Gin expects to gin approximately 1200 bales during ginning season.

ALERT TO SITUATION

Junkman: "Any rags, papers, old iron?"

Householder (angrily): "No, my wife's away."

Junkman: "Any bottles?"

The foreman looked the applicant for work up and down:

"Are you a mechanic?"

"No, sorr," was the answer, "oi'm a McCarthy."

mission and Distribution Departments.

Mr. P. R. Williams left August 19th for Waynesville, N.C., where he will join his family during his vacation.

President Tom P. Walker and family are spending their vacation at Arrowhead Ranch near Hunt, Tex.

Commercial Department vacations: L. E. Talley to Hope, Arkansas; Elizabeth Golemon to Houston; E. L. Fox and Garland Duniven remained in Beaumont; T. A. Houston and Walter Richardson to Camp Bullis, near San Antonio; J. B. Bishop and family to Ponca City, Oklahoma, and Dallas; R. A. Honsberger spent a quiet vacation at home; H. R. Whiton and family to Hingham, Mass., and East River, Conn.; Dorothy Stahl to Village Creek; E. L. Robinson and family to Caplen; Bennie Stagg remained in Beaumont.

K. E. Sutton and F. F. Johnson vacationed during the latter part of July in Lake Charles.

P. J. Guelfi, Illumination Department, attended a fourteen day encampment at Reserve Officers Coast Artillery Camp, Fort Barrancas, Fla., during August.

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Word comes to us of the approaching marriage of Caleb French, Repair Department, to Miss Lois Davis, Beaumont, on September 19.

Born to: the Sam Houstons, Nancy Irene, July 16.

Production Department vacations: E. A. Andrus and E. F. Webb to Village Creek; W. A. Whitten to Trinity Bay; R. H. Lawton to Alabama and Florida; A. J. Reed to Cow Creek; Sid Moore to Big Thicket; E. R. Griffith, R. W. Haynes, and V. O. Holst to Smith Point and Caplen; W. H. Henderson to Canada; W. L. Straughn to Galveston; C. O'Brien to Bradfort, Mass.; J. O. Keelan to Navasota; M. Montagne to Louisiana; J. O. Bauman to Pensacola; G. W. Dodds remained in Beaumont; C. J. Bonin to Louisiana; and W. Prejean and family to Louisiana.

The Production Department held its annual golf tournament at the Pine Grove course during July.

R. W. Haynes defeated E. R. Gay two up to win, and R. H. Henckel defeated R. W. Tevis three up to win the consolation match.

23 employees competed.

ORANGE

Supt. R. T. Wright, president of Orange's Rotary Club, attended the Rotary Convention in Tyler, August 4-5.

BEAUMONT DIVISION

BEAUMONT

Accounting vacations: Charlie Genaro to Houston; J.P. Pevoto to Lake Charles; Elmer Engman to San Antonio; Juanita Hogan to Houston; Joyce Cowser to Old Mexico and Louisiana; H. R. Weaver to San Antonio.

Friends of Virginia Lightsey extend sincere sympathy upon the death of her father recently.

Carl Jordan left on August 15 to enter into business with his father-in-law near Troup. Good luck, Carl.

J. Linnehan and Evelyn Wallace are back looking none the worse from having their tonsils removed.

Thanks to Cockrill and Henry for opening the fire door in the Accounting Department.



Born to: the J.M. Johnsons, Mae Frances, August 10; the W.P. Allphins, a son, Aug. 16; to the W.D. McGraws, a daughter, August 18.

The P. E. McChesneys and Mrs. McChesney's mother spent two weeks at Camp Refrigeration, near Hunt, Texas, recently.

Distribution vacations: Estelle Pipkin to Monterey; "Grandpa" Follette to his farm; Estelle Taylor, R. O. Hopkins and Fitch Briggs stayed in Beaumont to fish, golf, and sleep; Randy McAlpine to Galveston, Village Creek, and Navasota; and John Hill has completely disappeared.

E. Fillingame, E. A. Jones, J.C. Morrison, C. H. Lofland and W. A. Lee went over to Alvin and later to Houston to aid in making emergency repairs after the recent storm.

W. H. Brader's mother from Joplin, Missouri, visited him a few days in August.

Born to: the J. B. Coltharps, Marcellus Theriot Coltharp, July 1.

Stenographic Department vacations: Marie Cato to Houston; Muriel Lamkin to Houston; Andy Poulson to Lott, Texas; Alice Lyons to Sulphur, Louisiana; Elsie Murray to Galveston.

Mary Lilyerstrom spent the weekend of August 13 in Corpus Christi, unmolested by the storm because she heeded the warnings and found a safer place.

David Engman is substituting as office boy for Ras Rowley who is in Chicago receiving practical experience in engineering.

Delscie Miles is substituting for Estelle Pipkin of the Trans-

GROUP INSURANCE PLAN

Effective Sept. 1, Gulf States Utilities Co. and Eastern Texas Electric Co. are extending to all employees in the Texas Division the group insurance plan now in effect in the Louisiana Division.

This plan enables every employee to secure a \$1,000 insurance policy with liberal disability feature for only 40¢ per month. The balance of the premium to be paid by the company.

By extending this group policy to include employees in the Texas Division, our employees will be able to enjoy the advantages of a more liberal contract than could be written at the present time.

The splendid response so far received indicates that every employee will take advantage of this unusual opportunity to secure additional insurance at a very low cost.

All other insurance plans, as well as the company's contribution to the Benefit Association, will be discontinued Sept. 1.

This insurance will be carried by the Travelers Insurance Co.

ANTARCTICS WIN COOL'EM CAMPAIGN

Exploration Leader C.F. Terrell and his flock of Penguins from the Antarctic regions won, by a

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couple of tail feathers, the hotly contested Cool'em Campaign from Leader P. R. Williams and his Arctic Bears.

The Penguins turned in 317 sales against 301 for the Bears.

While the Cool'em Campaign was originally intended to promote the sale of electric fans and refrigerators, a decided stimulation in the sale of other appliances was noticeable. In addition to 308 fans and 52 refrigerators, 23 washing machines, 19 ranges, and 2 water heaters were sold.

INTERURBANS SING SWAN SONG

On August 15, Eastern Texas Electric Co. discontinued its interurban service between Beaumont and Port Arthur.

Until a few years ago, when motor buses made their appearance in this section, the interurbans were the acme of transportation, and were successfully operated for nearly a score of years.

Eastern Texas Electric Co. will continue to furnish hourly bus service to Beaumont and Port Arthur and interlying towns.

It never occurs to an honest man to assure you that he is honest.

The President's Message

This issue of Plain Talks comes to you in a new dress.

It was first thought that we would eliminate the magazine entirely, but those responsible for its publication found ways and means to get it out at the cost of a few extra sheets of paper and a few hours time.

This is typical of the spirit shown throughout the entire company. WHILE EVERYONE HAS MADE AN EFFORT TO RETRENCH AS FAR AS EXPENSES ARE CONCERNED, THERE HAS BEEN NOT ONE CASE OF RETRENCHMENT OF PERSONAL INITIATIVE OR EFFORT.

I am certain that with the continuation of this same determination it will not be so very long before we will be able to note a decided improvement in our company's condition. To say that your efforts have been appreciated is to express mildly the real sentiment that is held for each employee of this family.

John P. Walker

Thanks . . .

The Plain Talks staff offers thanks to Miss Mary Lilyerstrom and the members of the Stenographic department for the valuable assistance they gave in producing this issue of Plain Talks.

To Jack Gammage, art editor, goes the credit for designing and printing the attractive cover.

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Published by and for employees of Eastern Texas Electric Company and Gulf States Utilities Company as a medium for a better appreciation of our responsibilities to each other and the public.